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February, 1963

FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.



Current Highlights...

- **THE BROAD OUTLINES OF PRESIDENT KENNEDY'S PROGRAM** for 1963 have now been laid before Congress and it is possible to make a first appraisal of how key proposals will fare. This Congress won't be a rubber stamp, but checks with leaders of both parties suggest that Kennedy will achieve some sizeable successes. His influence is considered stronger as a result of Cuba. He will, of course, have some set-backs, too, and some of the more important pieces of his legislation will pass by only four of five votes.

... Kennedy's current program concentrates on domestic economic problems to a greater extent than in his first two years. During 1961-62, tariff-cutting, the balance of payments, and stronger defenses held the stage. Now, it's the home front.

... The President seems more favorably disposed toward industry. He is stressing legislation to get business moving again . . . mainly steps to expand profits and spur investment. And he will continue to court businessmen . . . to build confidence.

- **TAX LEGISLATION IS, OF COURSE, GETTING TOP PRIORITY** in the Congress. It is the heart of the Democratic campaign to stimulate business activity. Next come such such things as Medicare . . . aid to schools . . . and new public works. Also due for attention will be labor legislation, the domestic Peace Corps, farm aid, a transportation policy, banking, and — most important — the Budget.

- **KENNEDY'S UNBALANCED BUDGET FOR FISCAL 1964** — the 12 months that begin July 1 — may well end up with a bigger deficit than originally shown. He has abandoned . . . for now . . . his efforts to erase the red ink; he is more concerned about persistent unemployment and the failure to achieve complete economic recovery in recent years. The President is buying the theory that a deficit now will avoid bigger ones later — if business, incomes, and profits go up.

... But, despite efforts to keep spending below \$100 billion, actual outlays could conceivably break through the ceiling. Defense projects have a way of exceeding Budget limits, especially if they are successful and progress faster than expected. Actual revenues can't be pinpointed at this time because of uncertainty as to the final details of the tax bill. But clearly the next deficit could hit \$12 billion.

... The defense and space programs will account for the bulk of the spending rise — up at least \$5 billion. But non-defense outlays won't rise over-all; farm, postal, and arms spending will be made more efficient to allow room under the ceiling for expansion in health, welfare, and education programs.

- **THE MUCH-TALKED-ABOUT TAX BILL WON'T TAKE FINAL SHAPE** until summer, at the very earliest. Opposition of key Congressmen has already forced the President to modify his proposals — to reduce the net amount of revenue loss and to call for more tax **reform** sooner. Even so, there'll be quite a fuss.

... The President has done a superb job of building support for an overhaul of the tax law. He has won a lot of backing. But don't underestimate the opposition. It is still quite formidable — in the Democratic, as well as Republican ranks.

(Continued on 3rd Cover)

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The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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A State-level Program for FAA Public Relations

This article was prepared in 1955 by the Editor as part of an FAA P/R program study requested by Clinton Gamble, FAIA, during his term as FAA president. At that time no action was taken to put the program it outlines into operation. Since then, however, need for a specific FAA P/R Program has become more apparent; and the material is reproduced here as suggesting some phases of P/R activity that might be currently feasible.

A Public Relations Program for the FAA should operate from two points of view:

1. It should set up definite objectives for accomplishment.
2. It should be long-range. But plans should be geared to attain certain specific objectives within certain definite periods.

A PR program should thus be something like a military campaign—in which any good general has a major objective and a whole series of minor objectives down to a minimum. So his plans are fluid at all times; and what he does after one successful sortie depends on what that sortie has actually accomplished.

Let's bring that down to cases in terms of what FAA wants to accomplish in Florida.

1. **Maximum objective** is complete understanding of architects' functions and services and a habitual acceptance of the architect as indispensable to, and technical controller of, any sort of building project—for an adequate fee. That's long-range, continuous, a constant battle against apathy, ignorance, often antagonism.

2. **The minimum objective?** Perhaps it's holding the present volume of professional practice against encroachments of other technical groups.

3. **And a practical minor objective** within a stated term? That could well be the passage of legislation at the next legislature—bills that are actually needed to increase architectural opportunities and strengthen the profession's technical competency.

If those three objectives are acceptable as a basic PR approach for the FAA, let's see what mechanics can be put into operation to reach them.

But first, let's analyze a bit.

What's the basis for the legislative defeats the FAA has experienced? It's no lack of zeal on the part of committees or counsel, no lack of cooperation in certain legislative quarters. What *has* beaten us is ignorance of what we were after and why we were after it—and what influence for the public good the things we were seeking would ultimately have.

That ignorance caused—as ignorance always causes—a negative reaction and enough *nay* votes to lick us. It's safe to say it came from the cracker constituencies—legislators with a majority voice who are know-nothings *so far as our profession is concerned*.

What's the answer—how can we change a *nay* into a *yea*? It's Education. So—the education of uninformed legislators within two year's time could be put down as the number one campaign in the long-range program.

How can it be done? What are means and methods? And how can they be used with as much power by individuals as by organizations? Here are some suggestions—workable in practice if they are adopted and actively followed through.

1. First, *plan*—from the FAA to each chapter, then to individuals.
2. Then *schedule*—assign definite tasks to specific individuals in every chapter locality. Schedule tasks as a continuing series of assignments; and repeat them—rotate them—with changes worked only on the surface of the same basic pattern.
3. *Take inventory* periodically. Get

PR contracts, or task men, together for detailed reports to dovetail effects, assay progress, use advantages where they appear.

The foregoing three headings are geared to the State level. They should be responsibilities of a central FAA PR committee composed of PR committee chairmen from each chapter. These chapter men would be in charge of local chapter "task forces" picked for special abilities or contacts. Theirs is the job of actually carrying on the battle—sifting details of the overall plan down to the grassroots of individual understanding and action.

That, generally, is the organization required if any PR plan for the FAA is to be made to really do a job. It's essential, should be recognized as such.

As to the actual detail of carrying out a plan, the PR Facts prepared by the AIA PR Counsel contains much of value so far as mechanics are concerned. But it's generalized. Our problems are localized, specific—and also special. So, mechanics have to be adapted to meet our special needs. These needs exist in every area of our operation in three categories:

1. Press contacts.
2. Organizational contacts.
3. Individual contacts.

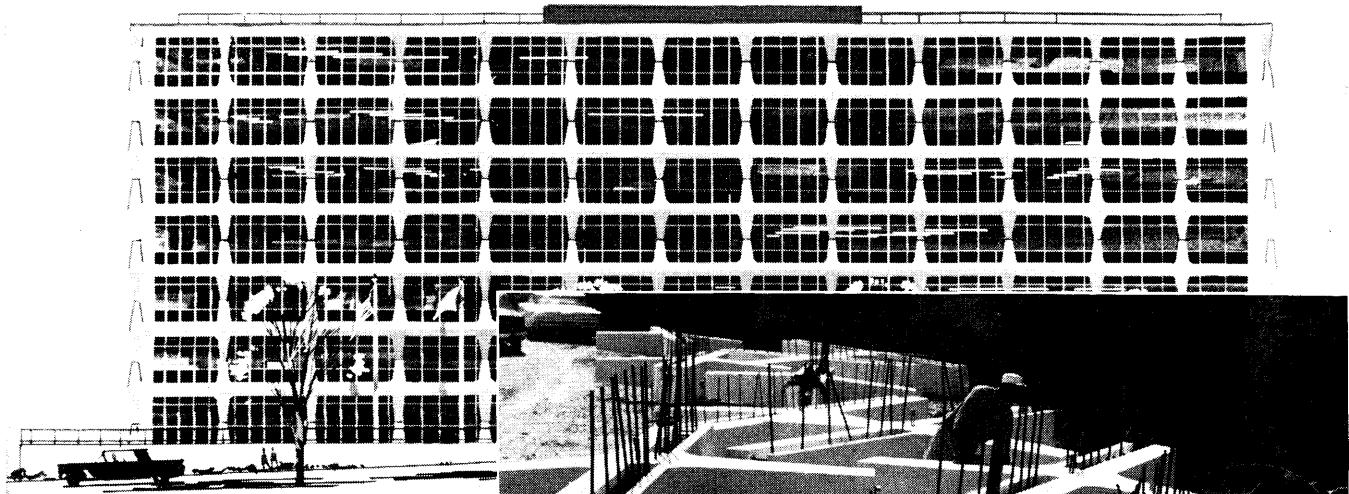
Let's touch on each briefly to see what it can do for us, how best to use it to our overall advantage.

Press . . . We mean by this, any means of publicity—newspapers, magazines, TV, radio. And we mean also, publicity itself, but publicity of an indirect nature. An example might be a news story based on what architects think of a new tax assessment plan, or what effect the use of new rubber road paving would have on the development of a county budget.

The story could be based on an interview, written as a by-line opinion, aired via TV and radio in a panel discussion. The whole point behind press action is to let the people we're trying to reach get to know architects through *individuals* who can talk about subjects and in the language they understand.

Though local situations vary, the most effective way to use the press is to *let the press use you*. Feed them ideas, comments, suggestions about matters of current importance. They'll do the rest—and come back for more of the same. So, for a task-forcer, per-

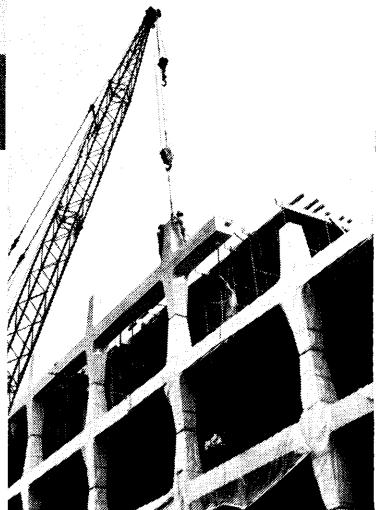
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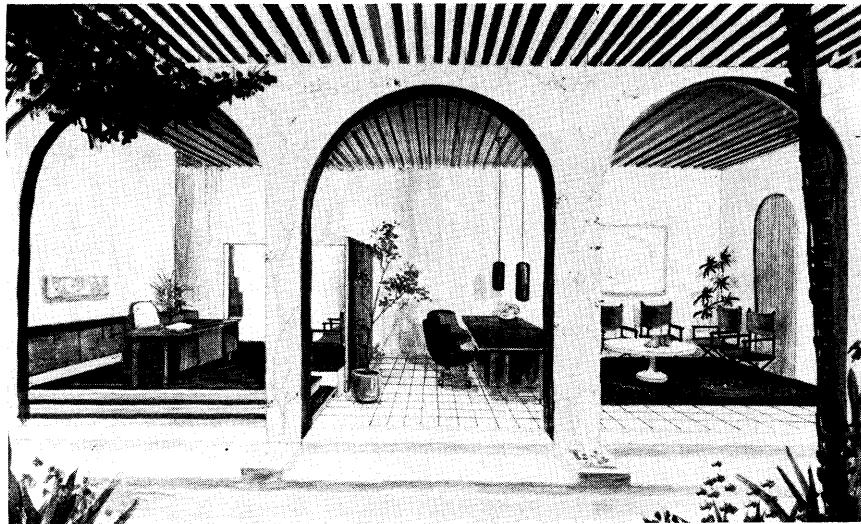
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The crosses are temporarily braced in position and become integrated into the structure as the concrete floors are poured, which operation fills a groove in the spandrel beam of the cross.



New Office . . .

By VERA S. SHERMAN

Puerto del Sol — Gate of the Sun was the original name for the Douglas Entrance Building which will house the new Executive Offices of the Association. Located at Douglas Road and South West Eighth Street the official address is 801 E. Ponce de

for FAA

Leon Boulevard, Coral Gables 34. It is convenient to the Airport and ample parking is available in the garden area adjoining the office site.

The office area was leased, for three years, in a completely unimproved state and a hard working

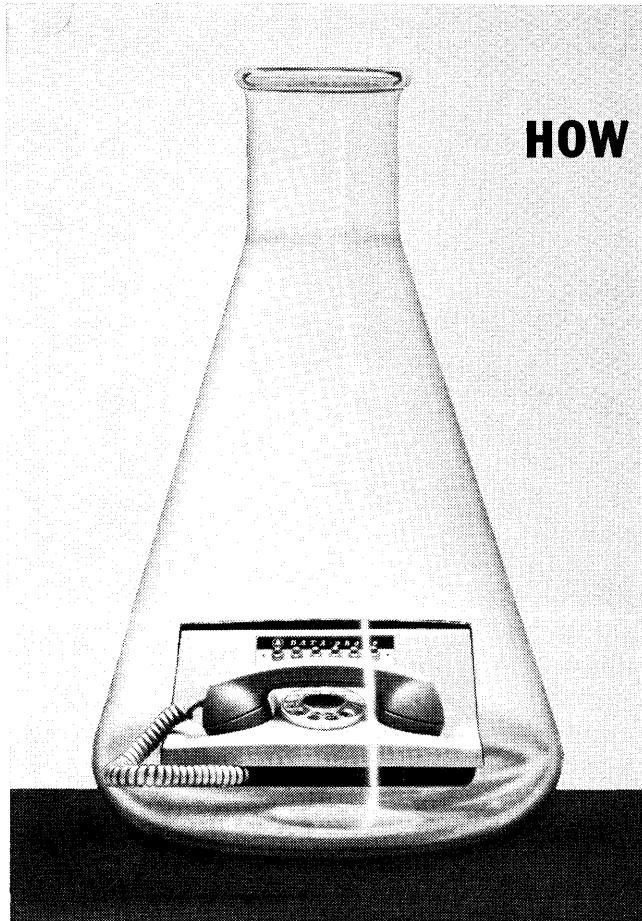
Committee comprised of William F. Bigoney Jr., Chairman; C. Robert Abel, Edward G. Grafton and Robert E. Hansen started in October 1962 working on details for improvement and occupancy, planned for early 1963.

The U. of F. Senior Class College of Architecture and Fine Arts, thru the cooperation of Dean Turpin C. Bannister, FAIA, and under direct supervision of Edward M. Fearney undertook a three-day sketch problem to develop the plans.

The completed sketches were a part of the Architectural Exhibit of FAA's 48th Annual Convention held last November. The Committee, acting as judges, selected as winning design that submitted by **LEE OGDEN** and named three others as having handled the problem in a noteworthy manner. Those named were Donald Kaler, Philip Rickman and Paul Robinson.

The working drawings were executed in the offices of Herbert Johnson and Associates under direction of

(Continued on Page 19)



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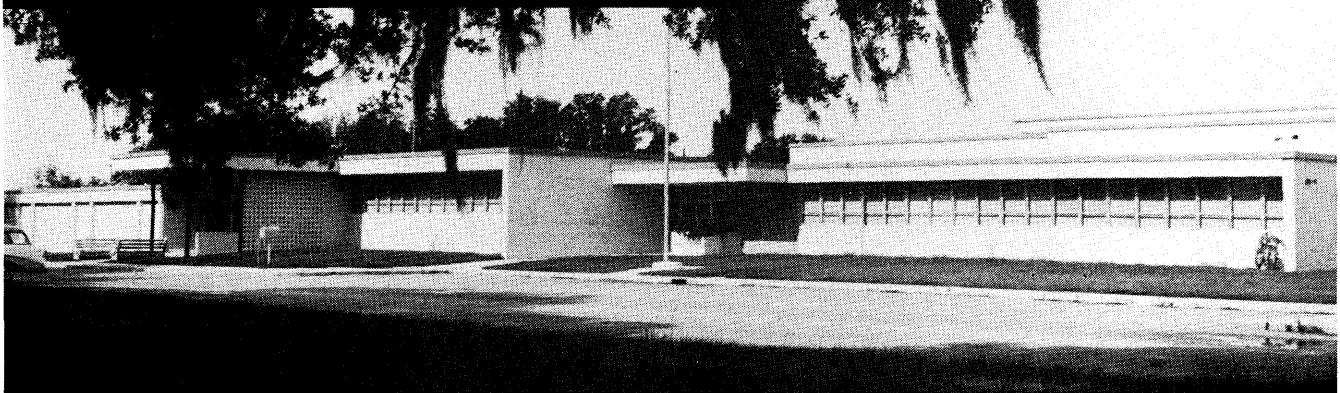
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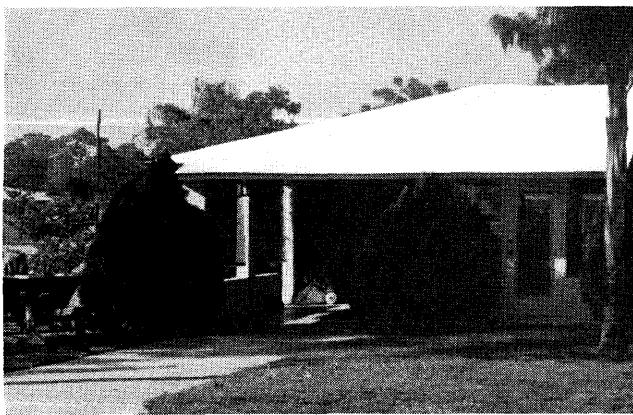
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Message From The FAA President...



A Seven-point Program For FAA Progress

This article by ROY M. POOLEY, FAA President, contains pertinent excerpts from an address made by him to the FAA Board at its January meeting held in Winter Park. . . .

In November, last year, just after our own FAA Convention, the Florida State Chamber of Commerce held its 46th Annual Convention in West Palm Beach. The theme of that Convention was, "Florida, Ever-Expanding State."

The essence of this theme is, I think, literally true. Perhaps you are familiar with some recently-published statistics: Of the 50 states of our country, 50 percent of the architects are concentrated in eight states; and 60 percent of the country's construction industry is also concentrated in these states. Also, if I recall figures correctly, 50 percent of the engineers in this country are concentrated in nine states.

Florida is one of the states showing the largest concentration of architects, engineers and construction activity. So, in addition to the ever-expanding character of the State's development, we have, I think, an ever-expanding series of problems to accompany our ever-expanding responsibilities and opportunities.

These present our profession in particular with a tremendous challenge — a challenge to provide the leadership in the construction industry which is so desperately needed in this development. I think this leadership is needed because we are deeply involved in an economy which is a breeding ground for the "quick-buck operator" and the happy hunting ground of the merchant builder. It is

needed also, I believe, because the construction industry generally appears to be engaged in some rather wishful thinking in which lien laws and other legal protections can be used as substitutes for sound business practices.

Our State is now primarily urban — at least numerically so. Most of us practice in urban areas. And we come to think of our State as one of cities. But there are vast regions in it that are still not developed; and so it's logical to conclude that *geographically* we are still rural. Obviously the facts are in conflict; and because of this we all are facing a rather painful political situation in our State Legislature and our County Governments.

This is only one example of the problems with which we must live. I think our profession has a responsibility to learn to cope with these problems. I think we have the responsibility of learning how to increase our competence in helping to solve these problems — not only at the practicing level, but also through the teaching of men who are to follow us.

As one specific instance, we must learn to out-deal the package dealer. And in my view this is not a penny-ante game; we are all playing for high stakes. I am sure we have before us the business of building one of the greatest states this country has ever seen or ever will see. But I am equally certain that our success can be measured by two factors: *One*, our deter-

mination to control our own destiny; and, *two*, our ability to recognize the reality of the problems which we will face and to focus our talents and experience on their solution.

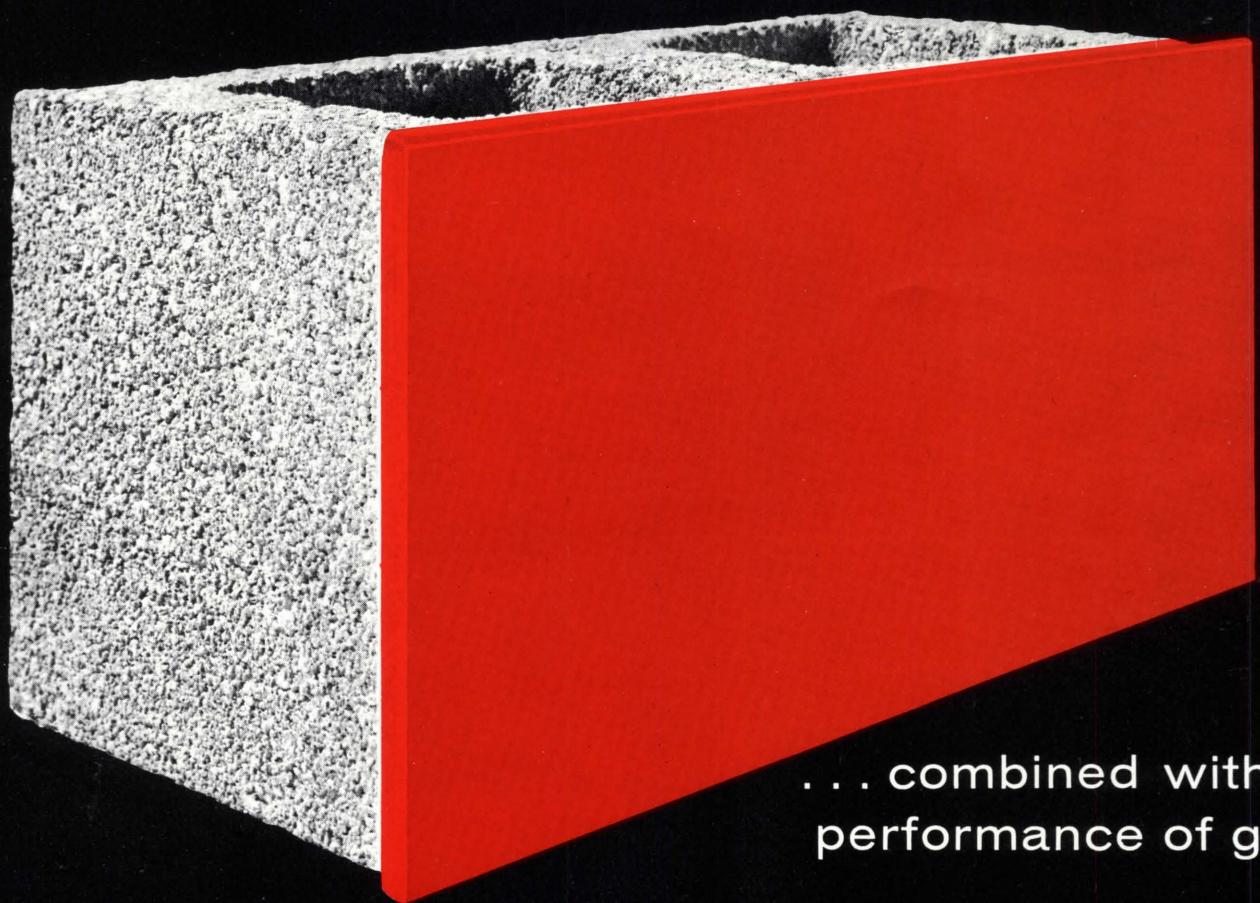
I would like to practice architecture as an individual — free and unfettered and unhampered by government restrictions. I'm not particularly anxious to be a joiner of organizations. Yet I recognize the necessity for this or I wouldn't be here. I believe you think so too or you wouldn't be here. I am convinced that our professional strength lies in our professional organization — the AIA, Chapter, State and National. And the business of this FAA Board is to strengthen our AIA State Organization. It is a difficult business at best. In a way it is a battle — even a continuing series of battles. But every battle we win — however small it might appear to be — results in an advantage for our profession and for the people of our State.

As to the particular business that will concern us this year, I suggest seven objectives that I believe to be of prime importance. I know there are many others that sooner or later will certainly develop. But these seven are those I would like to see us concentrate on this year.

1 . . . This Association has developed a pretty positive and well-organized legislative program. We should concentrate every possible energy to

(Continued on Page 21)

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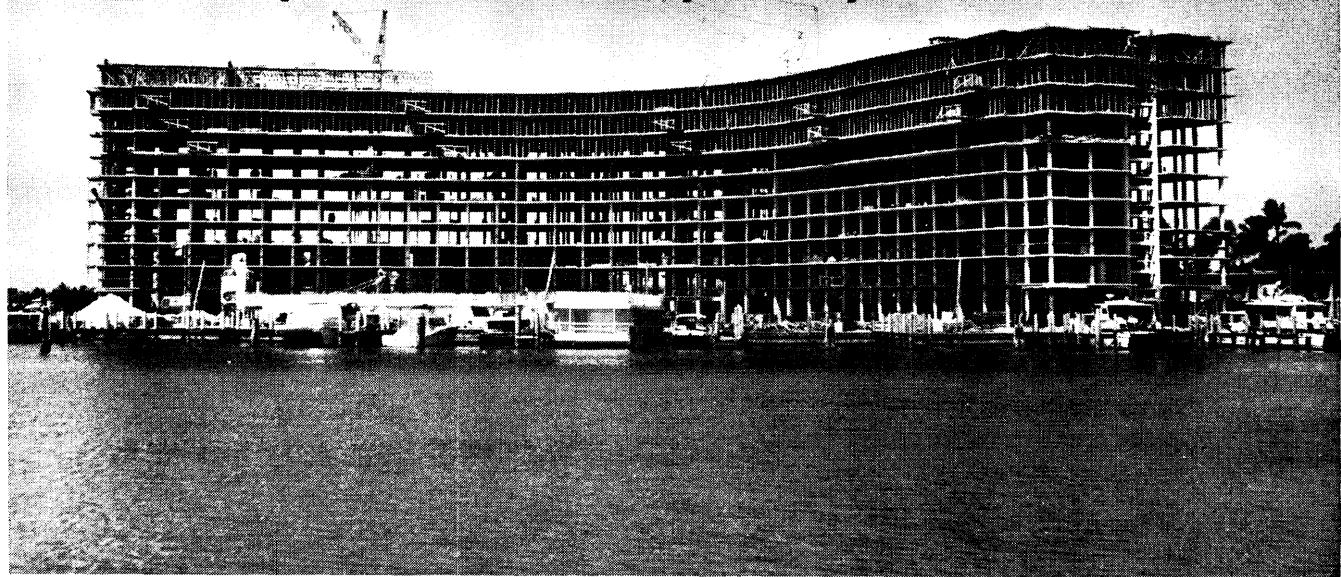
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FAA Standing Committees for 1963

Late last year the AIA Board approved a new organizational set-up for the Institute's national committees. As proposed by the Committee on Committees, chairmanned by ARTHUR G. ODELL, JR., FAIA, its essential points are these:

1 . . . Five "Commissions" were established to exercise a guiding and supervisory function over a group of committees assigned to each Commission.

2 . . . Each Commission will be administered by not more than three AIA members, one of which will be a member of the AIA Board's Executive Committee and will serve as a liaison with the Board.

3 . . . The Commissions are: Professional Society, Education, Professional Practice, Architectural Design, and Public Affairs. Committees within each Commission will have as direct a bearing as possible relative to these five categories of professional concern.

The AIA Board also adopted a resolution encouraging various AIA components to realign individual committee organizations in line with the five functional groups designated as the Institute's Commissions.

It is probable that in due time all of Florida Region's ten Chapters will reorganize their committee structure according to the Institute's new policy. At the State level the Institute's suggestion has already been adopted in principle; and thus the FAA's 1963 Committee roster is radically different from that of past years.

Result of the FAA Board's action in January of this year established five Committee Groups to encompass all of the FAA's 19 Standing Committees. Three of these groups have been assigned to FAA vice presidents who have been charged with responsibility for their guidance and supervision. The other two groups have been allocated as the responsibility of the FAA President. In designation, the FAA Committee Groups are the same as comparable Commissions at the na-

tional level; but—at least for the present—Groups contain committees that are not necessarily those formally selected by the Institute.

At the January Board meeting all committee chairmen were named and approved. However, full membership of committees has been named in only a few instances. Other memberships will be determined by the FAA officer in charge of the group and each committee chairman. Such committees may, or may not, be fully representative of each of the FAA's ten chapters. Full membership of all committees will be published as early as information becomes available.

Here is a listing of the five FAA Groups, the FAA officer in charge, and the Committee serving under each:

Professional Society Group

Roy M. Pooley, Jr.,
FAA President

1 . . . BUDGET AND FINANCE COMMITTEE—Chairman: JAMES DEEN; Vice Chairman: ROBERT H. LEVISON; Members: WILLIAM T. ARNETT, A. ROBERT BROADFOOT, JR., JEFFERSON N. POWELL.

DUTIES: *To operate in accordance with the direction of the By-Laws.*

2...CHAPTER AFFAIRS COMMITTEE

—Chairman: FRANCIS R. WALTON.

DUTIES: *To unify the efforts and objectives of all FAA Chapters; to encourage an interchange of information on chapter affairs and problems.*

3...CONVENTION COMMITTEE

Chairman: HERBERT R. SAVAGE.

DUTIES: *To develop an FAA Convention format and organization for the 1963 convention consistent with the professional needs of architects in the State and consistent with the best public relations impact. To produce effective written guidance for future conventions based on experience of the 1963 convention.*

4...MEMBERSHIP COMMITTEE

Chairman: LESTER N. MAY.

DUTIES: *To encourage Chapters to study AIA membership changes and to foster increased membership in the FAA in all categories.*

5...PUBLICATIONS COMMITTEE

Chairman: H. SAMUEL KRUSE, FAIA; Members: WILLIAM T. ARNETT, FRED. W. BUCKY, JR., BARNARD W. HARTMAN, JR., DANA B. JOHANNES.

DUTIES: *Assume responsibility for the publications program of the FAA and act as liaison between the editor-publisher of The Florida Architect and the Board. There shall be meetings held regularly, approximately in concert with Board meetings.*

Education Group . . .

William T. Arnett,
FAA Vice President

1...AWARDS AND SCHOLARSHIP COMMITTEE; BOARD OF TRUSTEES LOAN FUND—Chairman: McMILLAN H. JOHNSON.

DUTIES: *Study, advise and administer all FAA Awards and Scholarships including student and professional categories.*

A...*Study the need for increased student loan and scholarship funds and provide advice and recommendations on:*

- 1...*Scope (participating universities, students eligibility, etc.)*
- 2...*Methods of administration (faculty, FAA, Chapters)*
- 3...*Methods of financing*
- 4...*Public Relations value of program*

B...*Examine need for student award program at Florida universities other than University of Florida.*

At and before Annual Meeting plan for and give recognition and appropriate notification not only to the architect, but also to the owners and contractors of buildings entered in the Architectural Exhibit.

(Continued on Page 12)

FAA Committees...

(Continued from Page 11)

2...EDUCATION COMMITTEE—

Chairman: JACK WEST

DUTIES: To develop continuing educational objectives, including education for practice, guidance for students, appraisal of methods and curricula, teacher training and pre-registration and post-registration education and training — placing special emphasis on curricula at the Chapter level for the continuing education of pre-registrants. Analyze annually the R-17 Program and make recommendations to the Board relative to continued support.

3...RESEARCH COMMITTEE—Chairman: ROBERT E. HANSEN; Members: DONALD M. FORFAR, JOHN E. SWEET.

DUTIES: To develop a comprehensive, continuing program of architectural research in collaboration with other elements of the building industry; and to make the results available to the profession, particularly the membership of FAA.

4...SCHOOLS AND EDUCATIONAL FACILITIES COMMITTEE — Chairman: C. ELLIS DUNCAN.

DUTIES: To promote professional leadership in the principles of planning of schools and educational facilities — the total environment. To establish productive contacts at state and local levels and to cooperate with governmental and private agencies in matters of mutual interest. To disseminate its contributions to professional knowledge by publication in *The Florida Architect* (in cooperation with the Publications Committee) and in reports to the Board.

To coordinate with the School Plant Section of the State Department of Education for conferences concerning next revisions to the School Building Regulations. To confer with the same department concerning procedures, channels and interpretations in submitting school plans; promote FAA contact with state organization of County School Superintendents concerning their survey in School Building Regulations and their effect on school building design and educational program; follow, study and recommend on the newly-developing building regulations for air-conditioned schools.

Professional Practice Group

Richard Boone Rogers,
FAA Vice President

1...FAA - FAIA COMMITTEE—Chair-

man: ROBERT M. LITTLE, FAIA; Members: TURPIN C. BANNISTER, FAIA; FRANKLIN S. BUNCH, FAIA; RUSSELL T. PANCOAST, FAIA; ARCHIE G. PARISH, FAIA.

DUTIES: To assist and encourage Chapters in submitting appropriate nominations for AIA Fellowships.

2...FAA - FES COMMITTEE — Chairman: To be announced . . .

DUTIES: To promote professional relations between architects and engineers.

3...OFFICE PROCEDURES COMMITTEE — Chairman: EARL M. STARNES.

DUTIES: To assist the architect to perfect himself in his profession through technical improvement in his office organization and techniques; and to develop seminars and office aids to accomplish this purpose. To explore the possibility of conducting seminars in conjunction with two Board meetings now scheduled — the first in Gainesville on the 15th of March to coincide with the Board meeting on the 16th, the second in Palm Beach scheduled for September 14th.

4...PUBLIC RELATIONS COMMITTEE

— Chairman: EDWARD G. GRAFTON.

DUTIES: To work closely with the Chapters on the problem of the public relations of the profession; and to consider means whereby the programs developed at State and National levels can be extended to the maximum degree at the Chapter level. To schedule, if feasible, a Public Relations Seminar for the entire FAA membership to fall between the May and September Board meetings.

Architectural Design Group

William F. Bigoney, Jr.,
FAA Vice President

1...COLLABORATION WITH DESIGN PROFESSIONS COMMITTEE — Chairman:

A. ROBERT BROADFOOT, JR.

DUTIES: To foster the Fine Arts and to promote a close relationship between architects and sculptors, painters and others practicing the arts allied with architecture; and to pre-

pare a list of those artists available to architects.

2...COMMUNITY DEVELOPMENT

COMMITTEE — Chairman: WARREN C. HENDRY, JR.

DUTIES: To provide professional leadership toward assisting in the design and redesign of urban and metropolitan areas; and to foster sound community development. To encourage Chapters to assume active roles in community leadership; to conduct Urban Design Seminars; to disseminate community development information; and to foster enabling legislation on planning, zoning, sub-division regulation, and urban conservation and rehabilitation.

3...HOME BUILDING — CONSTRUCTION INDUSTRY COMMITTEE — Chairman: EARL M. STARNES.

DUTIES: To unify the construction industry in the State; to work out inter-professional problems; and to collaborate with other associations in the construction field. To represent the FAA on the Joint Cooperative Council.

4...HOSPITALS AND HEALTH COMMITTEE — Chairman: WALTER B. SCHULTZ.

DUTIES: To provide professional leadership in the study and planning of health facilities; and to cooperate with related agencies.

5...PRESERVATION OF HISTORIC BUILDINGS COMMITTEE — Chairman:

JOHN R. GRAVELEY.

DUTIES: To foster preservation of significant historic buildings. To develop continuing exhibits, utilizing materials collected by the special AIA Exhibit Committee of the FAA. To establish contact and collaborate with state agencies engaged in the restoration of St. Augustine's historic buildings.

Public Affairs Group . . .

Roy M. Pooley, Jr.,
FAA President

1...GOVERNMENT RELATIONS COMMITTEE — Chairman: FORREST R. COXEN; Vice Chairman: BARNARD W. HARTMAN, JR.

DUTIES: To carry out the policies established by the FAA and to implement the objectives of the FAA in matters pertaining to Government; and to create a long-range recommendation as to future action.



The City Hall at Winter Haven...

Merit Award, 1962 FAA Convention

GENE LEEDY, AIA

Architect

Merit Award, 1962

The building program involved provision of all necessary executive and administrative facilities for the City of Winter Haven — excluding those incident to Fire and Police Departments, both of which will be housed in a future building adjacent to this present one. In addition, a certain degree of flexible use was a requirement since part of the building will be used from time to time for such public purposes as art exhibits and various types of civic meetings.

Basically the building consists of an executive, or policy-making, area and an administrative, or essentially clerical, area divided by a public concourse. Both areas overlook open courtyards; and the concourse, open at both ends, is top-lighted by four large monitor skylights. All glass areas are sliding glass door units, thus providing a sense of openness unusual in a public building of this kind. However, the shrewd placement of solid surfaces and the use of walls enclosing court areas has adequately provided privacy where necessary. The building sits on an extended, elevated base that serves also as a planting area. This, with use of free-standing columns helps to create, in the architect's words, "a rhythmic, monumental atmosphere."

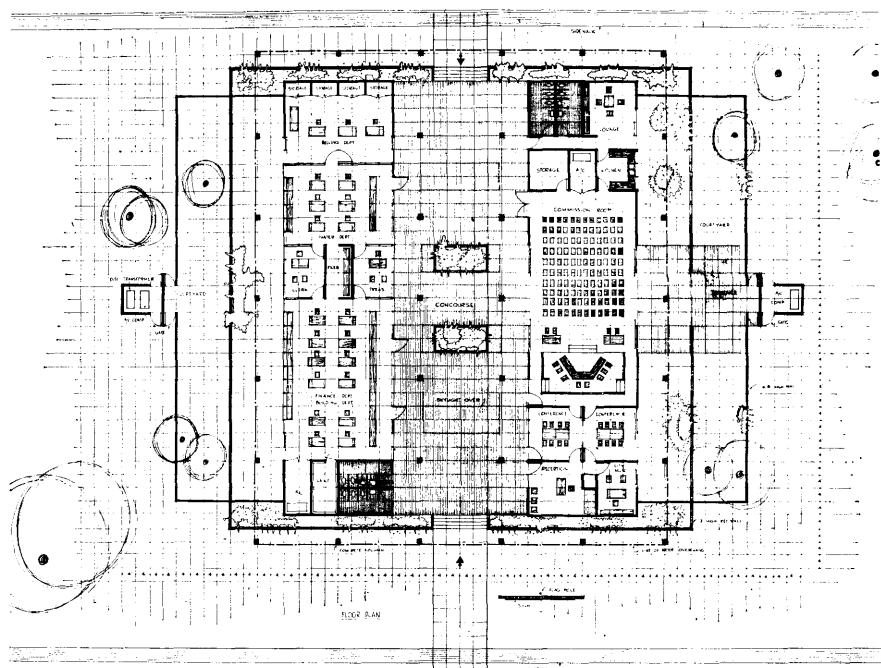


Photos by Alexandre Georges





As suggested by the plan, the building was modularly planned on the basis of a four-foot grid. Columns and beams are of poured concrete; and long-span steel joists support the roof between beams. Exterior walls are of concrete block. Interior walls are of concrete block. Interior walls in the executive area are paneled with walnut plywood. The entire exterior is finished with white, spray-on stucco.



It Is Well To Know . . .

By ARCHIE G. PARISH, FAIA

President, Florida State Board of Architecture

In the recent past a number of complaints have been received by the Florida State Board of Architecture wherein it is alleged that Florida registered architects have been associating with architectural firms not registered in Florida either as associates or as consulting architects contrary to Florida Law.

In most instances these complaints cover projects of national chains — restaurants, department stores and the like. For example, the XYZ Corporation, a Drive-In Restaurant Chain, having headquarters in a state other than Florida, desires to construct a restaurant in Florida. The XYZ Corporation has its individual type of building which is the only type approved by the Corporation. The Corporation has either stock plans or plans prepared by an archi-

tect who may not be registered in Florida.

For various reasons, which include securing the necessary permits, construction supervision, etc., contact is made with an architect registered in Florida to associate in the project either as associate architect or consulting architect. Plans are signed and sealed by the Florida Architect in such a capacity, and necessary permits are requested and secured on the basis of the seal of the Florida architect. The Florida architect thereby assumes full legal responsibility for the project in question.

This procedure is at times followed by Florida registered architects without their understanding that they are in violation of Chapter 467, Florida Statutes 1955.

In this regard attention is invited

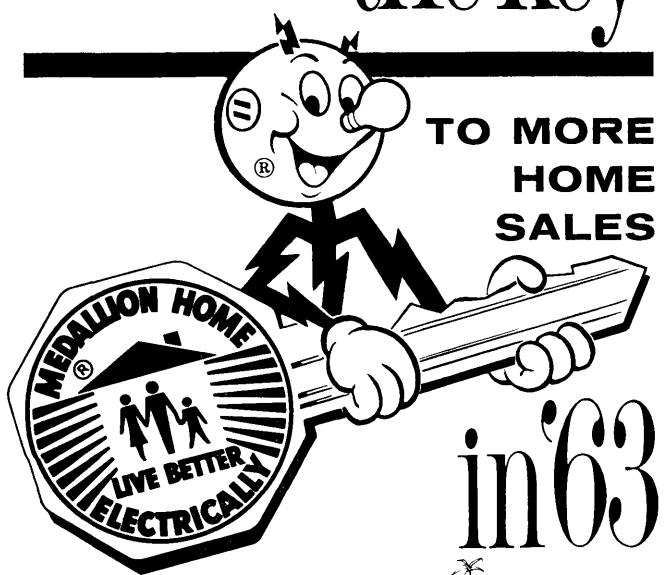
to 467.15 of the Law which states in part:

"No architect shall affix or permit to be affixed his seal or his name to any plan, specification, drawing or other related document which was not prepared by him or under his responsible supervising control."

Associating with architectural firms not registered in the State and signing and sealing plans prepared by such unregistered individuals or firms, is in direct violation of the section above mentioned. The plan, specification, drawing or other related document was not prepared by the Florida Architect or under his responsible supervising control.

Every architect registered to practice in Florida should bear the above in mind, if contacted by persons not registered to practice in Florida, to associate on such projects. The Board has no alternative but to vigorously investigate such complaints and take administrative action when such action is indicated.

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News & Notes

Craftsmen Awards . . .

James M. Hartley chairmanned the Awards Committee for the Craftsmanship Awards program sponsored by the FES, Broward County Chapter AIA and the Broward Builders Exchange. Presentation to the twelve recipients was made early in February at the Governors' Club Hotel in Ft. Lauderdale.

Frank E. Watson, Florida South Chapter, was main speaker of the evening. Jack W. Zimmer, President of the Broward County Chapter gave a welcoming address.

Officers Installed . . .

Edward G. Grafton installed the newly elected Officers for the Architectural Secretaries Association at a recent meeting held in Miami. The main project of the Association, now in its fourth year, is to foster support for the Variety Children's Hospital.

The Officers are: President, Ida Neuman; Vice-Presidents, Jeanette Tracy and Magda Kulhanjian; Treasurer, Sylvia Fromberg; Recording Secretary, Ruby Waller and Corresponding Secretary is Viola Lewis.

Student Award . . .

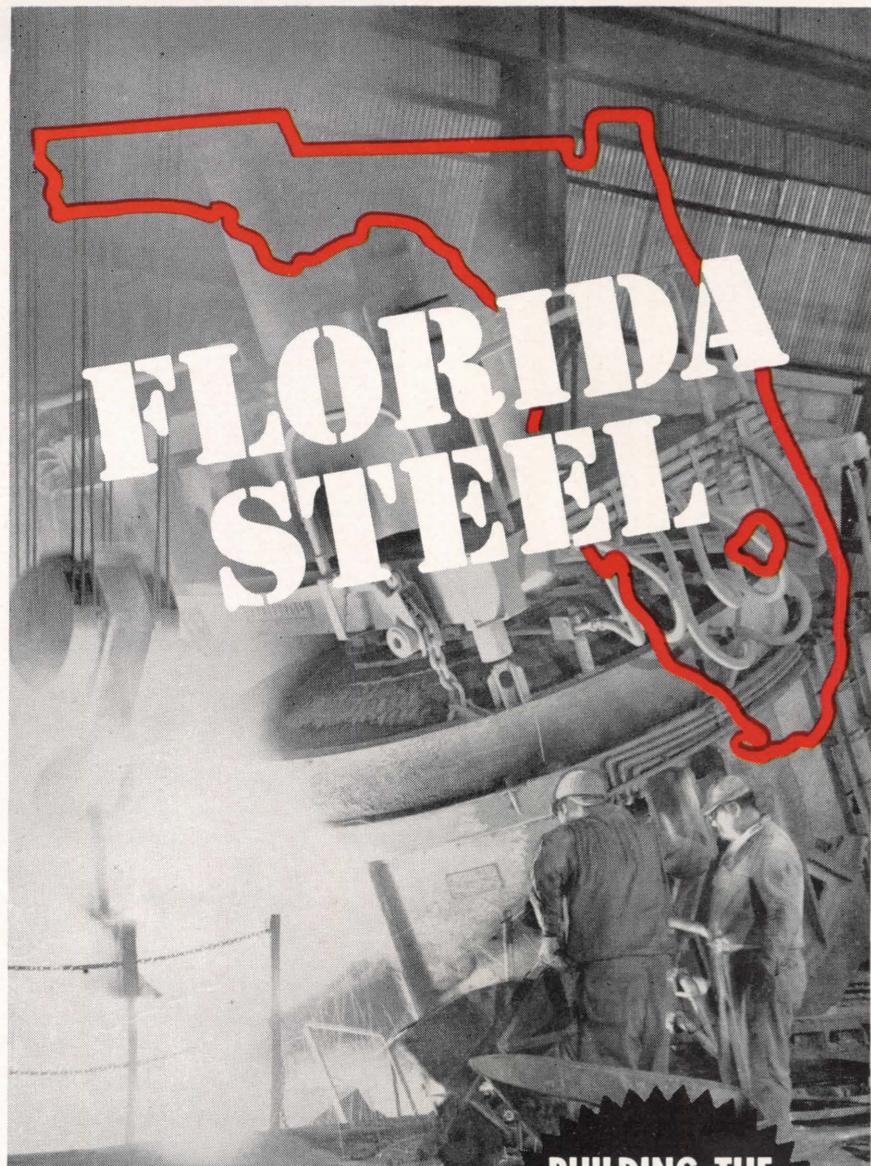
Walter M. Pedreira, a member of the University of Miami Student AIA Chapter, has been awarded \$200 as winner of the 1963 Reynolds Aluminum Prize for Architectural Students.

A fourth-year architecture student from Santurce, Puerto Rico, Pedreira won with his design of a folding canopy that could serve as a portable roof for various structures.

The prize administered by the American Institute of Architects is for the "best original design of a building component in aluminum." Now in its third year, it was established by Reynolds Metals Company to encourage creativity in architectural design and to stimulate interest in the design potential of aluminum.

Partner Named . . .

Richard P. Jones Jr., Architect, and Bruce A. Renfroe Jr., Architect, announce the addition of W. Wade Setliff, Architect, as a Partner. Firm to be known as Jones, Renfroe and Setliff, Architects, 215 E. Lemon St., Lakeland.



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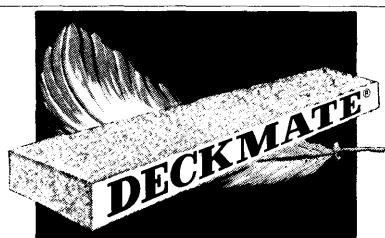
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FAA Receives Award for The Florida Architect

THE FLORIDA ARCHITECT was again recipient of an award made yearly at the Annual Meeting of the Florida Society of Association Executives.

Presentation of the Award — **FIRST PLACE**, in the magazine category, was made at the Robert Meyer Hotel in Jacksonville last December.

Publications were judged on the basis of over-all appearance and editorial content. Of the three issues submitted by the Editor the October 1962 issue was judged the finest.

Executives of major Professional and Trade Associations throughout the State constitute membership of F. S. A. E. The Annual Meeting for 1963 will be held at the Eden Roc and the FAA's Executive Secretary has been named Awards Chairman.

FLORIDA ASSOCIATION OF ARCHITECTS, INC.

Annual Awards Competition

1962

First Place

MAGAZINES

The Florida Assn. of Architects

*The Florida Architect is awarded a First Place in
Professional environment category of the Annual
Meeting of Florida Association of Architects.*

*The information above is based on results of the competition.
The competition is conducted in several categories in
Florida and the results are as follows:*

*Frank A. Graham, Jr.
Pete Henkel*

A Seminar A Symposium

URBAN DESIGN is the subject for discussion at the first FAA sponsored Seminar for the year under the guidance of Earl M. Starnes, Chairman of Committee on Office Procedures. It will be held at the University of Florida on March 15 and the opening session is scheduled for 10:00 A.M.

Paul Spreiregen will show the film presentation prepared by the A.I.A. Urban Design Committee and lead discussion relative to it. Nicholas Satterlee will present a Case History of an Urban Design Project. Matthew Rockwell, Coordinator of Urban Design Seminars for the Institute will participate and Robert H. Levison will moderator.

executive director of the American Institute of Architects.

Wright, a specialist in the relationship between environmental forces (heat, light, sound) and building design, is a pioneer in the design of radiant heating for homes. With George Nelson he was co-author of the best-selling *Tomorrow's House*, and co-inventor of the Storage Wall.

Scheick, author of numerous publications on housing and building research, served for five years as director of the Small Homes Council at the University of Illinois. Before becoming executive director of the AIA, he headed the Building Research Advisory Board and the Building Research Institute of the National Academy of Sciences.

The symposium, third in a series of three on Environment, Technology, and Architecture, is sponsored by the Department of Architecture and the College of Architecture and Fine Arts. Theme of the third symposium is **TECHNIQUES AND TECHNIQUES**.

Two nationally known architects will be featured at the symposium on architecture at the University of Florida in Gainesville on March 14. They are Henry N. Wright, adjunct professor of architecture at Columbia University, and William H. Scheick,

New Office . . .

(Continued from Page 6)

Committee member C. Robert Abele.

Construction is currently underway and it is hoped the area will be ready for occupancy by the end of March. In the meantime the office is temporarily being operated from 1202 Pizarro Avenue, Coral Gables.

The Building has a unique history. It was the dream of Coral Gables developer George Merrick. In 1924 at a cost of a million dollars the library, ballroom, archway and apartments; all facing Douglas Road, were started. To the rear was a huge quadrangle garden area which is still lovely today.

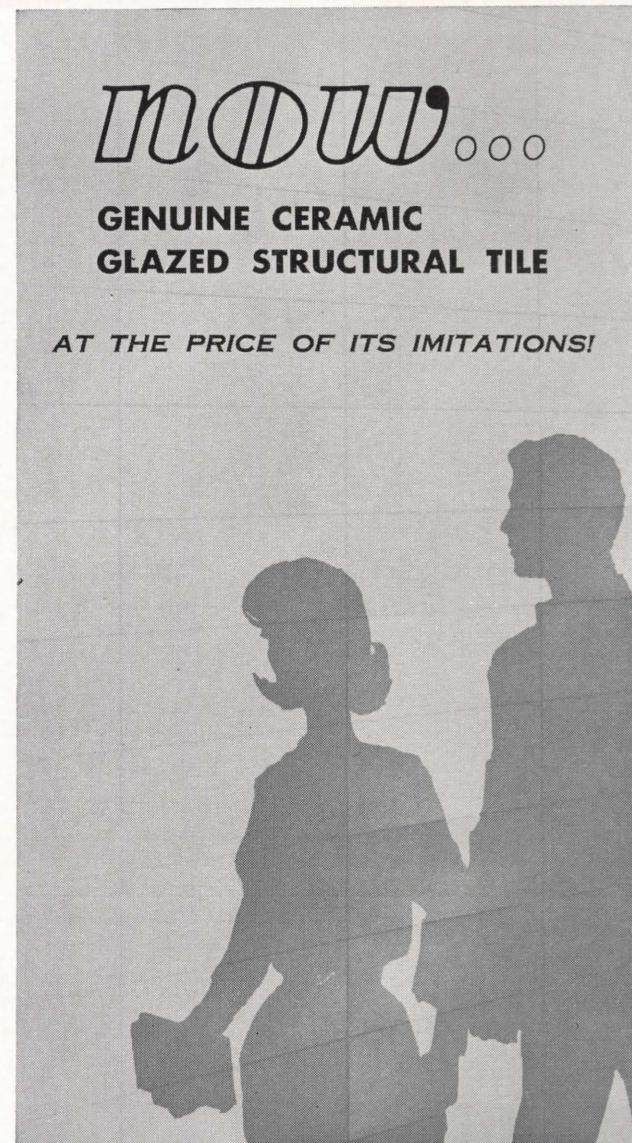
In 1927 the first buildings were occupied and in addition to housing they provided space for a City Library and offices. The Ball Room was used for social functions and meetings.

The total building concept planned to utilize eight acres of ground was never completed. Ownership changed hands eight times and finally in 1955 it was acquired by the Douglas Development Corporation. Plans for a three and a half million dollar addition in 1958 did not materialize and the structure today remains much as it did at the time of the formal opening in 1927.

Regional Judiciary Committee

Chairman of Florida's Regional Judiciary Committee for 1963 is James Gamble Rogers III (Mid Florida). Members are Kenneth Jacobson (Palm Beach) and Robert E. Hansen (Broward County). The Alternate is W. Stewart Morrison (Florida North West).

"With the passing of our colleague, Roy A. Benjamin, A.I.A., to the Master Architect, Creator of the Universe, be it entered into the minutes of the meeting held on January 31, 1963, that the Jacksonville Chapter of the American Institute of Architects extends its sincerest condolences to the bereaved family and friends. Those in the profession who were inspired by his creative abilities, his genuine warmth and kindness will note his passing with great sorrow. The impact within the community he served well and faithfully, will be deeply remembered."



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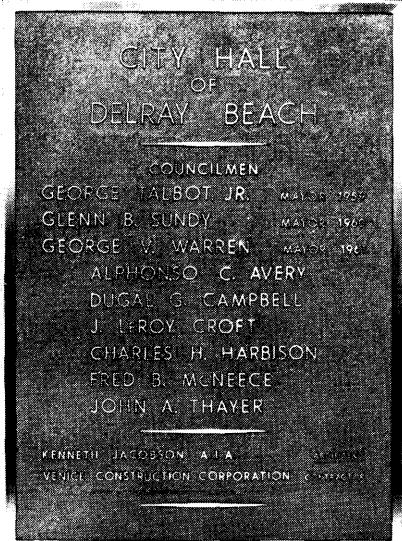
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P/R Program . . .

(Continued from Page 4)

of the same. So, for a task-force, personal friendliness with press people is one of the most potent weapons he can develop. In two years such contacts can provide education.

Next — Organizations . . . To the extent you will work with them they will ultimately do a great deal of work for you. Sometimes that will mean speech-making. Often, however, it may involve little more than a lunch with a president and the discussion of an idea down the alley of the president's interest and his organization's scope of action.

An example. Is a service club seeking a program? Suggest to the president that the local legislator speak on the civic center problem—with a lawyer, an accountant and yourself forming a panel to explore the possibilities of getting it started. Let the legislator get all the limelight—but be sure you cement a firm personal contact. In two years of that you'll be able to ask his advice about training the community's youth—and his support for the forward-looking legislation you want passed.

The organizations are legion—clubs, churches, schools, etc. Cultivate them all through a number of task forces. And let them use you to your advantage just as has the press.

Individuals . . . It's by far the most effective contact you can make. But it can be useless unless you cultivate it, keep it active. Make it early in the two-year program. It's the objective you're trying to reach.

There may be a thousand ways for creating understanding in another man. Any of them are good if you know how to handle them to do the job. But most can't be effective overnight. Backed by what's been, and is being, done via press and organization contacts, two years should provide time enough to get your point across. But not as any political favor—from understanding of what you're driving at.

We all recognize one practical obstacle. That's the fact that legislators change. But because old ones usually know something about the possible new ones, it's necessary to work both sides of the street. Work on the old ones; then let them work for you in educating the new ones.

It has worked before elsewhere. With organization and personal push, it might here.

President's Message . . .

(Continued from Page 8)

ward the adoption of the measures we feel are desirable and to prevent the passage of those which are detrimental to the construction industry in general and our profession in particular.

2 . . . We have work to do in the building of our membership, because this is where our strength lies. Along with this we have work to do in building a unanimity of opinion on matters concerning the business of the FAA and the profession generally.

3 . . . We are faced this year with the need for producing the best State Convention that is humanly possible. The site is wonderful. We have every reason to make the Convention an excellent one — and we have some plans for this that will be reported to you a little later. This is vital to us. Our convention attendance has not been as good as it should have been in the past three or four years — and the FAA Convention, of course, is the focal point of our entire year.

4 . . . By the end of this year I think we should have selected an Executive Director and worked out means for properly employing him. When this has been done and a commitment with him has been made, he must be supported whole-heartedly and completely.

5 . . . There is a great need to concern ourselves with increasing educational efforts within the profession and with students in our architectural schools.

6 . . . There is much work to be done in solidifying a professional P/R program on a state-wide basis. Particularly needed is some means by which each week and every week some story relative to our overall interests is on the desk of every newspaper editor in the State. Much of this may be drawn from Convention material. We cannot, perhaps, expect too much of this effort — but use of even 20 percent of the material submitted would make a worthwhile impact.

7 . . . Finally — We must concern ourselves much more seriously than in the past with State programs that involve planning, zoning, building codes, licensing laws.

In short, gentlemen, we have a great deal of work to do this year. I know you will join with me in trying to accomplish our objectives in all — and in whatever it takes to do so.

JOHN F. HALLMAN, JR., Pres. & Treasurer
MARK P. J. WILLIAMS, Vice-Pres.

G. ED LUNSFORD, JR., Secretray
FRANK D. WILLIAMS, Vice-Pres.



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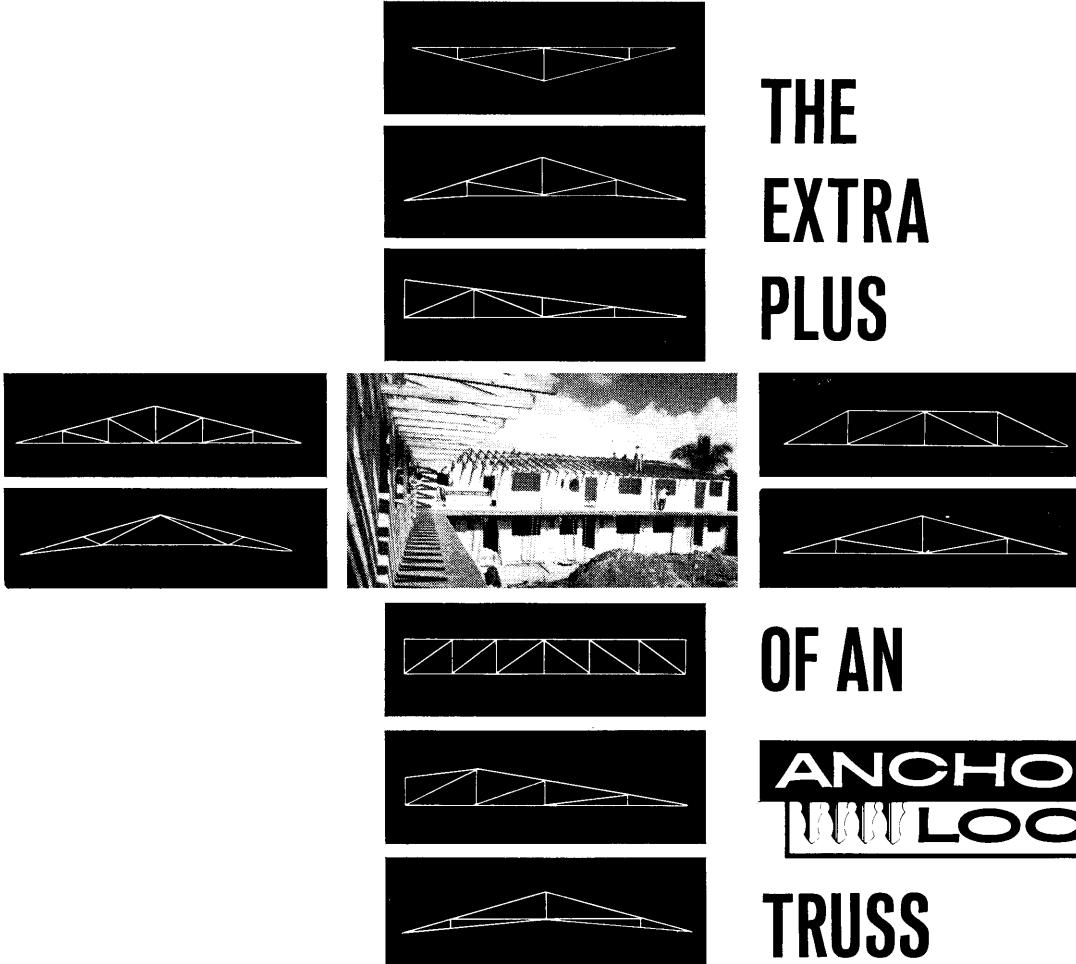
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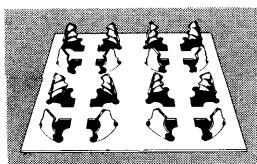
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Current Highlights . . .

- **CONGRESS WILL TAKE A LONG, LONG TIME** to draft the final tax program. Indeed, it will probably be July or August before a bill is ready to sign. It is certain that the Ways and Means Committee of the House will conduct lengthy hearings which promise to be searching and acrimonious on virtually every major point. Congressional leaders doubt that a bill will get to the House floor before April or May — and the final voting may take weeks more.

... The Senate Finance Committee won't begin to work until it gets a bill from the House. Then the whole process repeats. Once the Senate acts, there'll be a long joint conference.

... In the end, a bill **will** pass . . . with provisions like these:

... **Individual taxpayers** will see their income taxes lowered by 10% or so. Reductions are likely to benefit all brackets.

... **Corporations** will have their rates cut by 3 to 5 points

... **Tax reforms** will loom fairly large in the final measure — tougher treatment of capital gains . . . stock options . . . and, possibly, some curbs on realty-tax and interest deductions.

... **The net reduction** in revenues may be \$5 billion each year.

... **The date cuts take effect?** This will depend on when a bill is ready — maybe July . . . September . . . or even January 1964.

- **MEDICAL CARE FOR THE AGED UNDER SOCIAL SECURITY** will be pushed hard again by the President this year. It will be a lot like the bill that did not get through the House last year. Again, it will provide hospital and nursing-home care of pensioners. But there will be some changes to make the legislation more palatable. For one thing, folks ineligible for Social Security may be covered. Then, too, new provisions to establish safeguards against federal interference with medical practice will be added if needed.

... The votes on Medicare will be close. But the thinking on Capitol Hill is that Kennedy's program will squeak by. The elections are thought to have given a slightly more liberal cast to key committees that were blocks to action last year.

- **THE PROSPECTS FOR AID TO EDUCATION** do not seem quite as bright as those for Medicare . . . though Kennedy will probably push this one hard, too. To strengthen his case, he'll make much of Russia's alleged lead in training scientists. Administration officials are counting on a new formula for the allocation of federal funds to avoid the religious issue and pick up votes.

... But first surveys suggest that the chances of compromise on aid to parochial schools are poor. And the Meredith case in Mississippi is said to have increased Southern hostility.

- **KENNEDY WILL RESUBMIT HIS TRANSPORTATION REFORMS** with little change from the program he recommended to the last Congress. Again, he will urge abolition of minimum-rate regulation, especially as applied to railroads.

... The railroads and many shippers back this legislation very strongly. But truck and barge operators will fight it all the way. And most Congressmen are baffled by the complex transportation tangle. So there'll be lengthy hearings with few changes voted this year and prospects poor for '64, too.

This year...It's Grand Bahama



Just 20 minutes by air from Palm Beach, 30 from Miami, lies the sun-drenched Bahamian paradise that's the site of the FAA's 1963 Convention . . . The Grand Bahama Club at West End will be headquarters — and the convention program is now being planned on the basis of a long and luxurious weekend filled with wonderful scenery, super-fine food and service, and more kinds of off-beat tropical entertainment than you've ever dreamed of . . .



At Grand Bahama you'll find fishing, golf, swimming, water skiing, boating, skin-diving, tennis, bowling, trap-shooting—or just plain loafing. And at the international shopping mart you can pick up bargains, duty free, from a host of varied imports . . .

49th ANNUAL FAA CONVENTION

NOVEMBER 7, 8, 9, 10, 1963 — GRAND BAHAMA CLUB — WEST END, B. W. I.